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# Ideas

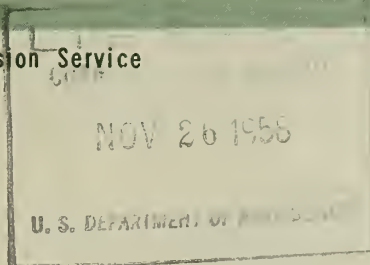
## about 4-H Clubs and Y M W



Federal Extension Service

U. S. DEPARTMENT OF AGRICULTURE

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No. 43  
Washington 25, D. C.  
November 12, 1958

Dear Coworkers:

One of Extension's major contributions has been the development of leadership in persons it has served. Some of you reminded us recently, in considering this leadership development, that "Among the most important skills which the professional leader possesses is ability to identify lay leaders, to develop them, and guide them as they mature."

Our field contacts in States verify that there is a many-frontal interest-approach being taken in 4-H currently. Progress being made in the more than 30 States that are working on one or more of the 10 identified leader development areas, the committee efforts on leader development in the Southern Region, the discussions in relation to the Scope Report--all of these show promise.

Some of you are asking us how the ideas being developed will be shared. May we list for you some of the ways already suggested to help multiply the use of the leader-development programs and, at the same time, ask if you see others:

- Ideas shared State-to-State to FES field workers.
- Summaries distributed as reports in "Leads for Leaders" series.
- Part of a leader-development emphasis for meetings during the National 4-H Conference.
- Basis for possible interstate sharing in areas facing similar situations.

We are eager to be fully supportive of your progress and to assist you in this fundamental effort.

### APPROVAL BY SCHOOL PRINCIPALS

For the sixth year, 4-H is included in the approved list of National Contests and Activities issued by the National Association of Secondary School Principals, Nat'l Education Assn. A special committee screens and recommends this list to high school principals to guide them in sanctioning school participation. A seven-point criteria is used in arriving at the list. 4-H activities for 1958-59 in June and in December are noted.

### CANADIAN 4-H EXCHANGE

Twelve 4-H members and two State staff members will comprise our Exchange delegation for the Canadian 4-H Congress, November 13-20. We are pleased with your enthusiastic response to the invitation extended last June by Jim Moore. Our representatives selected according to Subcommittee plans are:

West:	Ellen Ulrich, Idaho Wilbur Reil, California
Central:	Kathryn Elder, Indiana Judy Desich, Indiana Robert Holm, Indiana
Southern:	Melvin Semrad, Oklahoma Clyde Templeton, North Carolina
Northeast:	Barbara Jean Gadsby, Pennsylvania William Davis, Delaware James Trail Allen, West Virginia

Mary Sue Moser of North Carolina and Leonard Harkness of Minnesota are scheduled to be the State 4-H Leader representatives.

### NATIONAL 4-H CLUB WEEK - February 28-March 7, 1959

Special salute for 1959 is "Salute to 4-H Alumni." Kits of helps and ideas are being prepared to send to county extension agents, State 4-H Club leaders, press, radio, TV, and donors, as were sent last year. The plan is to get them to the States early in January. Let's start plans now to make this a big National 4-H Club Week. You count down to put your 4-H program into orbit.

- 10. Appoint a 4-H staff member or members to head up National 4-H Club Week activities.
- 9. Meet with your Extension information staff to plan.
- 8. Alert the county staff to plans and ideas that will be coming in January.
- 7. Prepare special State materials such as State fact sheet, etc.
- 6. Contact the Governor to make a proclamation.
- 5. Get kits and materials to --  
County workers  
Press, radio, and television stations.
- 4. Plan special activity with Collegiate 4-H Club.

- 3. Follow-up letter to stimulate activity in counties and list national radio and television programs to feature 4-H.
- 2. Plan your own speeches, news stories, editorials, announcements, etc., to make the most of National 4-H Club Week.
- 1. Plan to evaluate this year's activities so you can improve next year.
- 0. Note: Keep your eye on the "4-H satellite" as it orbits during the week. Record the amount of news, radio, and television coverage.

#### FARM-CITY WEEK--November 23-29

No doubt you are busily engaged in planning many activities to take advantage of this special opportunity to cultivate an even closer working relationship between our rural and urban people. We think this is a wonderful movement started by Kiwanis International a few years ago and now carried on by special county, State, and national committees.

Youth, especially senior 4-H members and YMW groups, are very much interested in this type of program. It is their future rural-urban relationships that we are talking about. They will do more and enjoy it more if you can coordinate their activities with those of adult groups in your State and counties.

Why not contact your State committee and point out 4-H and YMW interest in Farm-City Week. Ask what 4-H and YMW groups might do to contribute to this most important public relations program.

Our good friend, J. K. Stern, President of the American Institute of Cooperation, 744 Jackson Place, N.W., Washington, D. C., is the National Farm-City Week Youth Committee chairman.

#### NATIONAL TELEVISION WEEK

November 16 through 22 has been designated as the third National Television Week. We have been invited to include much of this in our various Extension and 4-H Club broadcasts, news articles, and other information programs. It is a time when it will be easy to arrange spot announcements with your local broadcasting stations. We might, for instance, appropriately pay tribute to the TV stations for their generous support and encouragement of 4-H Club work.

#### U.S. 4-H LEADER GREETING YOUNG ITALIAN FARMERS ASSOCIATION

Recently we were honored to sign and transmit a scroll by way of greeting from the 4-H Clubs of the United States to the new and very successfully established young Italian Farmers Association (Giovani Coltivatori Italian). The Honorable Paola Bonomi received the scroll in behalf of several thousand members of the budding new rural youth organization.



## WESTERN STATES 4-H STUDY COMMITTEE

Under Director Carol Youngstrom's (Idaho) leadership, the Western Study Committee analyzed progress of the combined study efforts of the region during the past 10 years. Members approved plans for a new training leaflet, incorporating the leader training phases of the regional study being prepared by Laurel Sabrosky. As a result of the meeting, specific suggestions will be made about an additional supplemental area of study.

## REGIONAL LEADERSHIP DEVELOPMENT COMMITTEE PROGRESS

The Southern Regional Leadership Development Committee met in Knoxville, Tenn., October 13 and 14. This committee consists of the following: Tom Walton, Ga., Chairman; Margaret Clark, N.C.; C. I. Smith, Miss.; Bill Skelton, Va.; Emmie Nelson, National Committee on Boys and Girls Club Work, Chicago; and Lloyd Rutledge. Bill Sutton of Georgia is the liaison director for the Southern directors. Woodson W. Fishback of FES served as consultant to the committee. The committee took four important steps:

1. It defined 14 leader training areas in a leadership development curriculum for voluntary leaders.
2. It suggested an outline for the procedures on how a State may develop one of the leader training units.
3. It outlined suggested guides and specifications for each of the training units.
4. It considered the interest and choices which the Southern States had indicated for the units in the training program and designated one unit to each State.

## TWO CONFERENCE OPPORTUNITIES FOR YOUNG ADULTS

Rural Youth of USA meeting, September 10-14, 1958, was a real success again this year with registrations up nearly 100 from last year. A setting like Estes Park, Colo., can't be beat for a good conference. Eighteen States were represented by 252 people. Largest delegations came from Michigan and Nebraska. Those coming the farthest were from Massachusetts, Connecticut, and New York State.

Newly elected Advisory Committee member was Father Bricker of Kentucky. Other members of the Advisory Committee are Dr. James Ansel, Western Michigan University; Wib Justi, National Grange; Flossie Harris, National Farmers Union; Howard McClarren of A.I.C., and John Banning, FES.

5-States YMW Conference - Jackson's Mill, W. Va., October 17-19. An excellent program carried out the theme--"Look, Listen, Lead." Beautiful weather and fall colors of Jackson's Mill plus a large group of young people (attendance up nearly 100 over last year) contributed to the conference's success. Two States--Kentucky and Pennsylvania--visited the conference to get ideas for programs in their States.

### CLOVER PRINT FABRIC AGAIN AVAILABLE

The clover print used for 4-H identification and regalia items will be back in the Sears catalog (January issue), as one of the sources for the fabric. Many of you expressed concern that it was missing from the fall issue. The continued availability of this fabric will, of course, reflect the item's volume of sales.

### SHARING SOME OF THE GOOD IDEAS IN USE IN THE STATES:

#### LEADERSHIP TRAINING:

##### New Hampshire - Leaders Federation

Veteran 4-H Club leaders whose service to the 4-H youth program extends from 15 to 40 years were honored at the annual fall meeting of the N. H. Federation of 4-H Club leaders. They received certificates of appreciation and commendation from Samuel W. Hoitt, Director of Extension.

##### Tennessee - Progress with Leadership Training

Three Tennessee counties have participated to date in the test phase of "4-H Leader Training in Depth." Approximately 300 leaders have attended one or more of the 7 sessions offered. A total of 150 of these have qualified for graduation certificates by having attended four or more sessions. Dyer County inaugurated the program in January; Washington County held its first session in April and Wilson County will complete the basic training course on October 16. In each county the maximum goal of enrolling 40 leaders to attend four or more sessions has been exceeded. The goal of the training which encompasses 17 hours of intensive instruction is to prepare each leader to successfully guide the activities of a local 4-H Club or project group on a year-round basis.

Eight additional counties have submitted written applications for the "4-H Club Leader Training in Depth" program for this fall and winter.

##### Vermont - Leader and Staff Training

A series of meetings for Vermont local 4-H Club leaders was held in October with meetings focused on the 4-H junior leadership program and the needs of teen-agers. Details of each meeting were planned by committees of local leaders and club agents in the counties concerned.

Vermont 4-H Club agents also met recently with Laurel Sabrosky of FES. During the three-day conference, Mrs. Sabrosky helped the agents develop a method for determining the progress of a county 4-H Club program.

## NEW SLANTS ON PROJECTS:

### Eastern States - Invitational 4-H Horse Activity

The Eastern States show of West Springfield, Mass., included about 50 4-H Horse Club members who own or have managed and used horses as a 4-H project prior to April 1, 1958. All participants entered judging, showmanship and equitation. Ribbons were awarded based on skill, knowledge and performance of exhibitor.

### Alaska - Garden Project Highest

The newest State-to-be achieved 24 percent of membership increase in 1958. Gardening is the most popular project, with clothing coming next in line.

### Illinois - 4-H Enrollment Reaches All-Time High

Membership in Illinois 4-H Clubs tops the previous enrollment record, set in 1955, by more than 3,000 members. Many factors are responsible for the new record but high on the list are three new 4-H projects introduced this year: Photography, automotive maintenance, and baby-sitting. The new projects are easier for urban youth to handle and often make it possible for city boys and girls to belong to a 4-H Club whereas they could not handle other agricultural projects such as livestock. The wider range of projects and increased efforts by local and State 4-H leaders are snowballing city enrollment, especially in the Chicago area.

### Missouri - 4-H'ers-to-Market Day

Eastern Missouri 4-H beef producers marketed cattle at National Stock Yards, Ill., in September. The members didn't show their cattle--the event was a marketing program only. Cattle were sorted into uniform lots and were sold to regular buyers at the stockyards. Another feature was a demonstration of both feeder and market cattle grades. The annual educational event is sponsored by Producers Livestock Marketing Association and National Stockyards Company, along with Missouri and Illinois Agricultural Extension Services.

### Michigan - New 4-H TV Club is Under Way

Another 4-H Club series of ten 30-minute programs has been kinescoped for release to television stations in the State in 1959. The new series is "4-H TV Science Club."

The "4-H TV Electrical Club" series shown on WJBK-TV, Detroit, and WJIM-TV, Lansing, last winter will be shown on other Michigan television stations this winter. Arrangements are being made now for release of the series.

### New Hampshire - 4-H Dairy Herds

A unique part of the Monthly New Hampshire Dairy Herd Improvement Summary compiled by Gunnar Olsson is the separate listing of 4-H dairy herds. The



following information is given:

<u>Association</u>	<u>Owner</u>	<u>Breed</u>	<u>No.</u> <u>Cows</u>	<u>No.</u> <u>Dry</u>	<u>Lbs.</u> <u>Milk</u>	<u>Lbs.</u> <u>Fat</u>
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This is another step which should increase the interest of 4-H members in their dairy work by giving them a feeling of belonging.

#### Washington - 4-H TV Electric Club

The State of Washington has adapted and is carrying on a 4-H TV electric series, as pioneered earlier in Michigan. The pilot trial of the 13-week series runs in Seattle between October 7 and December 31, at a scheduled 7 p.m. time.

#### CAREERS EMPHASIS:

##### Georgia - State 4-H Council Meeting

"Careers in Home Economics" was a featured presentation for girls. Educators, commercial friends and homemakers helped to show the preparation needed and the satisfactions in their particular fields. During the same period, the boys were having career exploration help from Romaine Smith, Youngfolks editor of the Progressive Farmer. The two agents' associations, home demonstration and agricultural agents, followed with a tea for both boys and girls attending the Council meeting.

##### Virginia - State and District Camps

Virginia has been leading out in the preparation of materials on a 4-H Career Exploration Project. During the summer, more than 300 senior 4-H Club members were assisted with career plans at different State and district 4-H camps. Classes were conducted on "study yourself," "study job demands," and "steps to a good vocational choice." According to a survey, members would like to see this project continued. Eighty-seven percent of the senior 4-H'ers stated that class sessions had stimulated an interest to the point where they wanted to study a number of different careers before making a choice. Dr. George Blume, Extension Sociologist, has been taking the lead in this project.

#### PROGRESS WITH 4-H CAMPING:

##### Mississippi - Increased Members

Mississippi has had a new high of 4-H Campers in its four 4-H Club Centers. These centers are located at Sardis Lake, Choctaw Lake, Ocean Springs, and Canton. The camp program combines training in appreciation for the out-of-doors, useful project subjects, leadership and recreation.

### West Virginia - County Camps

Sixty-seven county 4-H camps were held in West Virginia this past summer with 9,716 young people attending. This is an increase of 306 boys and girls over 1957. In addition to the 9,716 young people, 1,345 adults were in these camps to teach classes, direct camp, cook, and help in any other way needed. Of these, 718 were volunteer 4-H Club leaders. During these camps, 666 4-H charting projects were checked.

### ACTIVITIES WORTH NOTING:

#### California - Three-County Exchange

The Shasta-Humbolt-Tulare exchange is based on the general idea of IFYE, although less complex. The 4-H delegates spend two weeks living in homes of 4-H families. Hi-4-H members of the host county plan a farewell event to honor the visitors.

#### Minnesota - Dual Score for Health Achievement

Diane Schutte, and Gene Stallkamp were recently named Minnesota's 4-H health achievement champions for 1958. Announcement was made during the annual 4-H health camp. The two were selected both for their own good physical condition and for improvements made toward more healthful living in their families and communities.

#### Montana - Five Youth Groups Cooperate

Five different youth groups cooperated in planning and staging the matin hours at the Montana 4-H Congress: Campfire Girls, Girl Scouts, Boy Scouts, Hope Lutheran Junior League, and 4-H. This was culmination of training given last January when Extension invited youth program representatives to share in workshop training on music and dramatics with Grace Walker.

#### Ohio - Study Functions of State Government

A know-your-government feature of the 41st annual 4-H Club Congress was a mock legislative session. A bill before the 4-H'ers proposed that all secondary schools in Ohio require a minimum of 3 years of science and 3 years of mathematics for all students.

#### Oklahoma - Exchanges with Kentucky and Colorado

An exchange with ex-4-H members has been developed in Oklahoma. Recently the 32 Beaver County 4-H'ers visited Hardin County, Ky., 4-H Club boys and girls. This was a 5-day tour and visits in the homes of Kentucky 4-H members, as well as many sight-seeing adventures. Also, Blaine County 4-H teen-agers visited Alamosa County, Colo. Twenty-nine 4-H'ers participated. "These Coloradans do things in a big way," quoted some of the members.

West Virginia - Theme for Health Program

"Teeth White--Smile Bright" will spark the 4-H health program during the 1958-59 club year. The main objective of the health theme, "Teeth White--Smile Bright," is to encourage all boys and girls, as well as adults, to understand and practice dental health habits which can contribute to healthier, prettier teeth. The emphasis of this program is being placed on three main areas: (1) Keep them white, (2) eat right, (3) be bright--see your dentist.

At the end of the year, each county participating in this 4-H health activity will be asked to fill out a report form and prepare an illustrated talk to be given on the State 4-H health program at the State 4-H Camp, Jackson's Mill, in August.

ENCLOSED FOR YOUR USE:

"1960 White House Conference on Children and Youth"

The President recently announced that a White House Conference will be held in March, 1960, here in Washington, D.C. Enclosed is an announcement of plans for the event and for the program of study and research to precede it.

In order that all educational and welfare agencies may make a maximum contribution to work with young people, the planning group recommends that State and local action and planning committees be activated at the earliest possible date. State Governors are called upon to establish State committees. In many metropolitan areas, many youth development committees will also be called upon to assist.

It will be possible for you to order additional free copies of this enclosed announcement bulletin. Reasonable numbers may be ordered as noted on the back cover from the Department of Health, Education, and Welfare, 330 Independence Avenue, S. W., Washington 25, D. C.

"Help Your Brain Work for You"

We thought you would like the enclosed reprint from Nation's Business, April, 1958, entitled, "Help Your Brain Work for You." Occasionally it is good for all of us to concentrate a little bit on how we can improve our own mental processes. We felt that this brief article, based on psychological research, would be exceedingly stimulating.

"Leads for Leaders" - No. 8

You will be interested in the enclosed summary on a series of agent-leader meetings for leadership development in Florida. Dr. Niederfrank worked with the Florida staff and served as the resource person. Recently, he gave us a preview of the lecture, visuals, and other materials which he prepared for this leader-training work.



"A Guide to Study and Plan the Senior 4-H Program"

Several requests for the "Guide to Study and Plan the Senior 4-H Program" prompts us to enclose a copy this time. No additional copies are available. This exhausts our present supply. You are, of course, welcome to duplicate all or any part for your counties. The revision of Broader Horizons for Senior 4-H Members should be off the press early in 1959 to replace this guide.

"State and Assistant State Leaders in 4-H Club and YMW Work"

A new list of State 4-H workers is enclosed. Please notify us of any omissions or other corrections that should be made.

"Boy Scouts Announce a New Program"

Enclosed is an announcement leaflet of the Rural Service of Boy Scouts, Inc., telling about the new Exploring Program for High School Age Boys. It is based on the study of adolescent boys by the Institute of Social Research of the University of Michigan. You may want to discuss it with your Scout Executive or sit in on one of the Explorer Leader Training Programs.

"National Stay-in-School Campaign - Handbook for Communities"

This is a revision of the booklet which was sent to you about a year ago. Fewer than 65 percent of the youth in the United States today are getting a high school diploma. Even fewer, about 60 percent of rural youth graduate! This is in the face of greater training needs for all vocations. Need we say more? This handbook outlines many opportunities for Extension agents to work with other groups to help the people in their counties with this problem.

"Miss Young America in 4-H" Featured in Magazine

This year's "Miss Young America in 4-H" is featured in an illustrated story in the November issue of Seventeen. A reprint, enclosed with this month's Ideas, is entitled, "The Judy Russell Story."

ALERTS TO OTHER HELPFUL MATERIALS:

"There's A Future in Your Farm Background"

This is a stimulating new booklet developed by the Agricultural Committee of National Sales Executives. We have asked them to send you a copy and suggested that their local Sales Executive Club contact you about its use in your State. There is a good sound film strip that goes with it.

Nutrition Charts

National Dairy Council announces the release of the second edition of "A Guide to Good Eating." This visual presents the new four group, daily



food pattern, and is a revision of the well-known seven food group pattern. The information presented in this new edition is based on essentially the same principles as the seven food grouping.

"Fashion and Fabrics" and "Home Fashions and Fabrics" (J. C. Penney Co.)

These publications feature 4-H in their fall issues. We are indebted to several States for supplying the excellent pictures. Our problem is to have photographs on hand for opportunities such as Penney's. Would you help us in finding good ones?

"CROP"

Recently we encouraged CROP to send a small leaflet directly to State and assistant State 4-H Club leaders. The Christian Rural Overseas Program is one of the approved opportunities to share through 4-H.

Parents Magazine has a limited number of reprints (500) of the 4-H article in the September issue, entitled "4-H Goes to Town." If you would like a few, write to Patricia Ayres, Parents Institute, Director, Group Services Bureau, 52 Vanderbilt Avenue, New York 17.

"Teen-Age Treasury for Girls," edited by Seon Manley and published in October by Funk & Wagnalls, New York 10, N.Y., contains a brief write-up about 4-H Clubs in a chapter entitled, "Just for You." This attractive 332-page book contains more than 40 contributions from various writers on topics of special interest to young girls.

New Movies:

"Our County" - a 16 mm color motion picture on swine raising is available through the American Cyanamid Company, 30 Rockefeller Plaza, Room 214, New York 20, N.Y. Emphasis on good management practices.

"Fitness for Leadership" - stresses the development of physical fitness in West Point cadets preparing for leadership roles. Done by Gillette Razor Company as a contribution to the President's Council on Youth Fitness. The 400 copies are distributed chiefly through film libraries.

NEWS OF OUR COWORKERS:

The list of fellows now doing graduate work at the National Center in Wisconsin includes: Lynn L. Pesson, La.; Raymond Cox, Nev.; G. L. Carter, Jr., N.C.; Kenneth S. Olson, N. Dak.; George Hull, Okla.; Curtis Trent, Tex.; and Gordon Beckstrand, Utah.

Other 4-H and YMW workers on study leave include Dewey Lantrip, Ark, in Chicago; Ramona Esbeck and Gerald Parsons, Iowa; Loren Goyen, Kans.; Clifford Vaughn, Mont.; and Albert F. Gehres, Ohio.

Two new State appointments in the West are Ruth E. Brasher in Oregon and Lael R. Harrison in Wyoming. Ruth, whose home is Utah, was one of the 1958 4-H fellows.

Lael transfers from Laramie County assistant agent to fill the position formerly held by Cal Dodge.

Clinton Conant, another of the 1957-58 fellows, has joined the Maine 4-H Club staff, his native State.

Claude J. Naquin is now an Associate 4-H Program Specialist in Louisiana. He was formerly an associate county agent in the same State.

Miss Anna Searl retired in September from the Illinois State Club staff. She has been in charge of home economics 4-H Club work throughout the State and is widely known nationally.

Pennsylvania has established an Allen L. Baker 4-H Award Fund in honor of their recently-retired State Leader for 37 years. Juniors and seniors in agriculture and home economics are eligible to apply for the scholarships.

News from Burton Marston is that he is putting his organizational abilities to work as chairman of the United Fund Drive in his area. Burton has turned the Wyoming reins over to Jim Nicholls.

Wisconsin has honored Verne Varney by naming one of the cabins at Upham Woods in his honor. The Varney cabin will be tangible evidence of Verne's outstanding work in developing recreation and other phases of the 4-H program. County club agents and their families from across Wisconsin were on hand for the dedication.

His appointment is old news now but we want to add our good wishes for "Jim" Veeder who has joined the National Committee staff as director of information, a new position on the National Committee staff. Jim transfers from Cornell.

Everett Bierman has a new helper these days, Miss Amy Millen of Iowa. Amy replaces Ann Mullendore who resigned recently to marry Harlan Copeland of the Kansas 4-H staff. She has her degree in home economics journalism, served two summers as trainee in the USDA Office of Information.

Maynard Coe of the National Safety Council has a new assistant, Jim Messerschmidt. Jim had an outstanding 4-H record in Colorado and has been one of the delegates here for 4-H week reporting.

Les Osborn of Colorado has accepted a position with the Colorado State University Party at the University of Peshawar, West Pakistan.

Barbara Tylden, of the National Federation of Young Farmers Clubs of England and Wales, sends greetings to her many friends in the States. Included in Fern's recent European travel experiences was opportunity to share hospitality and interesting discussion with Miss Tylden and coworkers.

AN EDUCATOR VIEWS 4-H --

"Next to the church, 4-H is the best thing for farm youth." "4-H is the greatest supplement to school education." These were typical comments of former members of Geary County's Humboldt 4-H Club relating the values of their 4-H experiences to F. D. Farrell, president emeritus of Kansas State College, Manhattan, in a study he conducted this past year.

The investigation of a Kansas 4-H Club was the 14th in a series of studies of Kansas rural institutions made by Farrell. His findings are contained in a 22-page circular just published by the agricultural experiment station at Kansas State College.

"When one considers that projects in agriculture and home economics are supplemented by numerous recreational, patriotic, and other activities, one is likely to place a high estimate on the value and significance of 4-H Club work," says Dr. Farrell.

The former Kansas State president concludes, "There is no doubt that in public esteem the 4-H Club ranks at or near the top of American rural institutions. This rural institution enlists the enthusiastic approval of virtually all classes of American citizens, both rural and urban. It is a youth organization devoted wholly and enthusiastically to ideals and activities that receive virtually universal approval in this country."

Sincerely yours,



E. W. Aiton, Director  
4-H Club and YMW Programs

Associate Leaders:

John Banning  
Mylo Downey  
Lloyd L. Rutledge  
Fern Shipley (Editor of Ideas)







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